

	<u>QTY</u>	<u>POS #</u>	
MAT Collateral Support Materials		1/4/93	← ^{PROMO} START DATE
Application	1,000,000	68196-C3	
Catalog	6,500,000	68208-C3	
MAT B3G2F		4/5/93	
Small Price Burst	222,000	69630	
Large Starburst	222,000	69629	
Vertical Poster	111,000	69643	
Horizontal Poster	111,000	69631	
KS/WY Order Cards	156,000	69688	
Optional Floor Base	43,800	69655	
40 Deal Dspl (national)	110,000	69625	
40 Deal Dspl (KS/WY)	1,000	69671	
Catalog II	5,500,000	69607	
Medium Posters	111,000	68820	
MAT II Extension		7/19/93	
Stay Flat Mailer	225,000	70448	
Letter	220,000	70437	
Dangler	440,000	70434	
Large Poster	440,000	70472	
Small Poster	440,000	70433	
MAT III POS			
Door Decal	48,411	69083	
Poster	179,980	70424	
KS/WY Indiv Gear Pst	3,805	70309	
Dangler	188,078	70276	
Vinyl Banner	56,509	70284	
Non-catalog Sweeps	3,805	69091	
Change Mat	171,574	70277	
Sweeps Ballot Box	158,870	69093	

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Entry Pad	794,330	69094
Laminated Catalog	179,980	69087
6 Wide New	1,905	69080
6 Wide Old	1,905	69079
10 Wide	1,905	69081
B-Strip	514,712	69095
Old 6 Wide Header	171,574	70278
New 6 Wide Header	171,574	70279
10 Wide Header	171,574	70280
10 Wide B-strip	343,143	69096
NGA Poster	179,980	70281
Sweeps/Catalog	310,135	70282
KS/Wy Flexcard Shipper	3,800	70308
Retailer Letter	375,045	70425
Sell Sheet	40,000	70529
 MAT 4 x 4 Lighter		 11/1/93
20 Deal Shipper	50,000	70548
 MAT 2-Pack Flashlight		 6/1/93
Sell Sheet	35,000	68833
Poster	120,000	68828
 MAT 1994 Continuity		 1/3/94
1994 Application	5,400,000	68783
 MAT Bonus Miles		 3/9/93
Pricing Label	200,000	68830
Shipper	186,808	69533
Shipper	14,253	69356
Poster	200,000	69537

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MAT Win The Gear ON GOING

Certificate	7,000	68905
Certificate	15,000	68906
Certificate	13,000	68907

MAT Win The Gear II ON GOING

Certificate	15,000	70554
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MAT 2 Pack D Jeep Lighter 2/1/93

40 DI Shpr (English)	97,500	69337
40 DI Shpr (Hispanic)	2,500	69365
Sell Sheet	40,000	69409

MAT Aisles & Miles

Catalog	80,500	69366
Thank You Card	100,000	69545
Gear Order Form	85,000	69530
Trade Overlay	30,000	69332
Certificates - Displays	1,530,000	69367
Catalog	100,000	69366
Catalog	50,000	69366
Certificates	765,000	69367
Fast Facts Lam Card	1,200,000	68903

MAT Aisles & Miles II 4/15/93

Sell Sheet	120,000	68901
Retailer Card	60,000	68895
Laminated Card	1,200,000	68903
Retailer Catalog	120,000	68902
Gear Order Form	60,000	68909

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MAT Coleman Lantern

2/1/93

100 Deal Display	3,000	68294
Banner	26,750	68295
Sell Sheet	34,000	68296
40 Deal Display	23,750	69502
ROTO Ad Slick	75,000	69482
Flyer Ad Slick	75,000	69484
Element Board Ad Slick	75,000	69485
ROP Ad Slick	75,000	69483

MAT Continuity

1/4/93

4' OHPM	3,200	69303
6' OHPM	16,000	69304
8' OHPM	40,000	69305
Mobile	100,000	69246
Poster	300,000	68285
Dangler	200,000	69247
Mat	140,000	69300
85s UPC Label	15,000	69315
100s UPC Label	5,000	69316
Take One (catalog) Box	135,000	69317
Banner Kit	100,000	69398
Shelf Talker	200,000	69395
Casey's Snap Lock Pst	1,000	69606
Poster	200,000	69396
Mat	100,000	69435
Mobile Kiosk	30,000	69399
Trade Brochure	40,000	69298
Trade Brochure	40,000	69408
Backroom Poster	100,000	69260
ROTO Ad Slick	50,000	69431
ROP Ad Slick	50,000	69432
Flyer Ad Slick	50,000	69433
Element Board Ad Slick	50,000	69434

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Catalog	18,500,000	69340
Pre-Book Form	40,000	69297
Banner	40,000	69397
Small Sign Overlay	4,200	69477
Large Sign Overlay	25,000	69478
Laminated Catalog	100,000	69605
Large Sign Overlay	100,000	69301
Small Sign Overlay	100,000	69302
Worksheet	40,000	69321
Worksheet	40,000	69320
Panel	4,000	69388
Panel	4,000	69389
OPM	3,000	69390
Easel	10,000	68203
85s UPC Label	20,000	69315
100s UPC Label	10,000	69316
Catalog (retail)	5,000,000	69340
Target Laminated Sign	1,000	69669
Spring Load Header	20,000	68701
Carton Rack Header	20,000	68702
Catalog (media)	5,000,000	68208
Take One (catalog) Box	10,000	69317
Mfg Spnsrd Promo Stkr	10,000	69685
Mini Brochure	4,000	69617

MAT Additional POS

4/1/93

Catalog II	40,000,000	69607
4' OHPM	25,000	68802
Banner	50,000	68816
Large Sign Overlay	25,000	68818
Small Sign Overlay	5,000	68817
Change Mat	240,000	68808
Dangler	370,000	68800
Old 6 Wide Header	100,000	68809

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New 6 Wide Header	100,000	68810
10 Wide Header	50,000	68811
Banner	65,000	68803
Take One Box	340,000	68746
Small Poster	305,000	68819
Medium Poster	120,000	68918
Laminated Catalog	120,000	68824
Poster	30,000	68922

MAT All Account Flexcards 2/1/93

20 Unit Shipper	100,000	69356
Poster	100,000	69357
Sell Sheet	34,000	69358
Display Starburst	100,000	69405
Shipper	125,000	69356
Poster	125,000	69357
Display Starburst	125,000	69405

MAT KS/WY Flexcards 1/4/93

20 Deal Shipper	4,000	69404
Display Starburst	4,000	69405
Poster	4,000	69406
Sell Sheet	4,000	69407

MAT Flashlight 1/4/93

20 Deal Shipper	140,000	68191
20/40 Deal Display	30,000	68192
Poster	70,000	68193
Sell Sheet	34,000	68194
Insert	6,500,000	68195
20 Deal Shipper	60,000	68191
Poster	130,000	68193

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MAT Get The Miles - Get The Gear

1/4/93

Poster	220,000	69311
4' OHPM	4,000	69312
6' OHPM	20,000	69313
8' OHPM	50,000	69314
Mobile	2,750	69651
B-Header	150,000	69306
B-Header	50,000	69307
B-Header	15,000	69308
B-Strip	500,000	69309
B-Strip	300,000	69310
B-Strip	150,000	69318
Catalog	5,000,000	69340
Mat	20,000	69536
Small Sign Overlay	4,200	69479
Panel	4,000	69392
OPM	3,000	69393
Large Sign Overlay	25,000	69480
6 Wide B Header	25,000	69306
6 Wide B Header	25,000	69307
10 Wide B Header	25,000	69308
Poster	100,000	68829
Small Sign Overlay	4,000	69479

MAT Voucher

1/4/93

Voucher	80,000,000	69627
Voucher Distribution	225,000	69628
KS/WY Voucher	700,000	69670
KS/WY Voucher Letter	2,500	

MAT Win the Gear

2/1/93

Display Base	21,000	69371
Counter Display Unit	21,000	69551

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Participation Form	34,000	69427
Entry Blank Pad	105,000	69614
Sweepstake Kit Env.	21,000	69570
Sweepstake Kit Ltr	21,000	69550
Certification Sheet	21,000	69381
Entry Envelope	21,000	69383
Bounceback Envelope	21,000	69382
Manager's Guide	21,000	69380
Trade Overlay	40,000	69331
Backpack Header	6,300	69373
Sleeping Bag Header	6,300	69374
Raft Header	4,200	69375
Tent Header	4,200	69376
Backpack Hanging Sign	6,300	69549
Sleeping Bag Hanging Sign	6,300	69548
Tent Hanging Sign	4,200	69547
Raft Hanging Sign	4,200	69546
Trade Overlay	40,000	69331
Display Base	47,100	69371
Counter Display	47,100	69551
Entry Blank Pad	235,500	69614
Sweepstake Kit Letter	50,500	69550
Certification Sheet	50,500	69381
Entry Envelope	50,500	69383
Bounceback Envelope	50,500	69382
Manager's Guide	50,500	69380
Backpack Header	15,000	69373
Sleeping Bag Header	15,000	69374
Raft Header	2,100	69375
Tent Header	15,000	69376
Backpack Hanging Sign	15,000	69549
Sleeping Bag Hanging Sign	15,000	69543
Tent Hanging Sign	2,100	69547
Raft Hanging Sign	15,000	69546

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MAT Win the Gear II 7/1/93

Sell Sheet	40,000	68904
Floor Base	31,000	68973
Entry Box	31,000	68974
Participation	34,000	68989
Kayak Hanging Sign	11,000	68978
Gear Hanging Sign	20,000	68977

MAT Win An Adventure Of A Lifetime 2/1/93

Participation Form	34,000	69386
Trade Overlay	40,000	69333
Sample Store List	34,000	69558
Instruction Form	34,000	69559
Trade Overlay	80,000	69333

MAT Wholesaler Promos 1/15/93

Push/Pull Window Sticker	100,000	69538
In/Out Window Sticker	100,000	69539
20 Deal Shipper	100,000	69533
40 Pack Shipper	100,000	69534
Catalog Request Tear Pad	100,000	69535
Change Mat	20,000	69536
Poster	100,000	69537
Shipper	100,000	75707

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